

09/484.861

PATENT APPLICATION

- 27            h) applying a predictive model to said full contact information, said auxiliary  
28            data, and said data enhancement information stored in said database table to  
29            assess each of said prospects' likelihood of making said desired near future  
30            purchases, said predictive model is capable of predicting whether and what a  
31            seller is likely to buy in near future; and  
32            i) selecting intenders from said prospects based on step h), said intenders having  
33            a stated or likely intention of making said desired near future purchases in  
34            accordance with said predictive model.

1        2. Cancelled.

1        3. (Previously presented) The method of claim 1, further comprising the step of  
2            transferring said intenders selected in step i) to an interested party before said desired  
3            near future purchases occur.

1        4. Cancelled.

1        5. (Previously presented) The method of claim 1, further comprising the step of initiating  
2            a direct marketing contact with said intenders selected in step i).

1        6. (Original) The method of claim 1 wherein said prospect identifiers are selected from  
2            the group consisting of telephone numbers, email addresses, and postal addresses.

1        7. (Original) The method of claim 1, further comprising the step of obtaining additional  
2            information associated with said prospects from a profile database, wherein said  
3            additional information is associated with said prospect identifiers in said profile  
4            database.

1        Claims 8-9 (Cancelled).

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10. (Previously presented) The method of claim 1, wherein said auxiliary data are  
independent of said prospects, and wherein said auxiliary data are semi-structured,  
further comprising the step of:

translating said auxiliary data into a standard structured format, said translating  
step is highly tailored to said purchase indicators.

- 1  
2 11. (Previously presented) The method of claim 1, wherein said one or more sources are  
3 selected from the group consisting of classified advertising, resumes, auction boards,  
4 life change announcements, and postings to newsgroups, discussion forums, and email  
5 lists.

- 1  
2 12. (Previously presented) The method of claim 11, wherein said purchase indicators  
3 comprise classified automobile sales advertisements, and said desired near future  
4 purchases are selected from the group consisting of automobile, automobile insurance,  
and roadside assistance package purchases.

- 1  
2 13. (Previously presented) The method of claim 11, wherein said purchase indicators  
3 comprise classified home sales advertisements, and said desired near future purchases  
4 are selected from the group consisting of home, home insurance, telephone service,  
and moving service purchases.

- 1  
2 14. (Previously presented) The method of claim 11, wherein said purchase indicators  
3 comprise classified boat and RV sales advertisements, and said desired near future  
purchases comprise leisure product purchases.

- 1  
2 15. (Previously presented) The method of claim 11, wherein said purchase indicators  
3 comprise resumes, and said desired near future purchases comprise financial planning  
services comprising 401(k) rollover services.

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- 1        16. (Previously presented) The method of claim 11, wherein said purchase indicators  
2           comprise resumes comprising a current job title, company, and contact information,  
3           and said desired near future purchases comprise purchases of business products  
4           appropriate for said company and said job title.
- 1        17. (Previously presented) The method of claim 11, wherein said postings comprise  
2           requests for purchase recommendations, and said desired near future purchases  
3           comprise purchases of products corresponding to said requests.
- 1        18. (Previously presented) The method of claim 11, wherein said auction boards comprise  
2           bids for auctioned items, and said desired near future purchases comprise purchases of  
3           items similar to said auctioned items.
- 1        19. (Previously presented) The method of claim 11, wherein said purchase indicators are  
2           selected from the group consisting of engagement announcements and wedding  
3           announcements, and said desired near future purchases are selected from the group  
4           consisting of home, household appliances, home insurance, and life insurance  
5           purchases.
- 1        20. (Previously presented) The method of claim 11, wherein said purchase indicators  
2           comprise birth announcements, and said desired near future purchases comprise infant  
3           product purchases.
- 1        21. (Previously presented) The method of claim 11, wherein said purchase indicators  
2           comprise obituaries, and said desired near future purchases comprise financial  
3           planning service purchases made by a surviving family member.
- 1        22. (Previously presented) A digital computer system programmed to perform the method  
2           of claim 1.

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Claims 23-25 (Cancelled).

26. (Previously presented) The method of claim 1, further comprising the step of:  
obtaining said data enhancement information from a profile database, wherein  
said data enhancement information is associated with said prospect identifiers.

27. Cancelled.

28. (Previously presented) The method of claim 1, wherein said auxiliary data includes a  
classification of a product of said desired near future purchases.

Claims 29-32 (Cancelled).

33. (Previously presented) A computer-readable medium tangibly embodying a program  
of instructions executable by a computer to perform the method steps of claim 1.

Claims 34-46 (Cancelled).